

MAGAZINES

Marlboro Grand Prix Advertising is projected to appear in magazines such as the following (ad copy and dates to be decided):

1. Time
2. Gentleman's Quarterly (GQ)
3. New York Magazine
4. Penthouse (and all related publications)
5. Car and Driver
6. Road and Track
7. Sports Illustrated
8. Motor Trend
9. Popular Mechanics
10. Forbes
11. Fortune
12. Inc.
13. Details
14. Playboy
15. M
16. Esquire
17. Vanity Fair
18. Autoweek
19. Hamptons
20. Conde Nast
21. People
22. The New Yorker

204093050

TELEVISION

A local New York Network Affiliated Television Station will be signed as the official Local Television Station of the Race. Advertisements on this station will run beginning June 1, 1993 through the Race.

Secondary local television stations will also be contracted. These stations will show related advertising beginning June 1, 1993.

Stations to be solicited include:

1. WABC
2. ESPN
3. WCBS
4. WWOR
5. WNYW
6. WPIX
7. WNBC
8. MSG
9. CNBC
10. Sports Channel

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RADIO

An official radio station will be signed to provide extensive high profile advertising spots beginning June 1, 1993.

Numerous secondary radio stations will also be contracted to provide further advertising and promotional air time. The secondary radio stations are projected to include the following:

1. WNEW - FM
2. WHTZ
3. WPLJ
4. WQHT
5. WBLS
6. WCBS
7. WCBS - FM
8. WFAN
9. WABC
10. WLTW
11. WINS
12. KISS - FM
13. WADO
14. Shadow Traffic

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PUBLIC RELATIONS PLAN

There are several goals inherent in all public relations activities for the first Marlboro Grand Prix of New York:

1. To stress the uniqueness of this milestone event.
2. To educate the New York metropolitan area public about the sport of motor racing.
3. To help promote all of the events up to and during race week that will add to the spectacle of the Marlboro Grand Prix of New York.
4. To focus positive attention on the governmental, civic, and other private sector interests that will assist in making the event a success.
5. To create a positive vehicle for the sponsors of the Marlboro Grand Prix of New York.
6. To build greater awareness of the personalities that make up the sport of motor racing.
7. To develop a climate of excitement and entertainment for the metropolitan area public, the motorsports world, sponsors and ticket buyers.
8. To maximize positive media attention to all events surrounding the Marlboro Grand Prix of New York.

Implementation of Public Relations Goals through National, Local, Trade and Specialized Print Press, TV and Radio Outlets:

1. Bi-monthly newsletter targeted to motorsports and general media, sponsors and the auto racing public.
2. Announcements and press events related to taxi cab skills event, bicycle messenger race and commuter race.
3. Updates on participants in Celebrity Race.
4. Fashion Show events including sponsor and designer participation.
5. Details concerning operations plan development, including groundbreaking, dedication of official start/finish line, paving schedule, block and fence construction.
6. Additional sponsorship announcements.
7. Grand Prix Foundation events.
8. Showcar appearances throughout the metropolitan area bars, restaurants, malls, local auto shows and other sporting event venues.
9. Driver media days.
10. Metropolitan area events drawing attention to Indy Car racing, including Indy 500 Winner Press Conference.
11. Announcement and events surrounding newly formed relationship between the Grand Prix of Monaco and the Marlboro Grand Prix of New York.
12. Fifth Avenue Salute to Marlboro Grand Prix of New York.
13. Broadway Caravan of Indy Car Transporters and PPG Pace Cars.
14. In-store retail promotions.
15. Race Day media coordination, including credentialling and all press room activities.
16. Post-race dissemination of releases, photos and other materials that will set the stage for the 1994 Marlboro Grand Prix of New York.

City as Racetrack? Let's Give It a Whirl

It sure sounded like a stupid idea.

When I read that City Hall was negotiating with a racing promoter to bring a world-class automobile race to the World Trade Center area, my eyes went buggy. It seems that Motormarketing International, which currently promotes the auto race at the Meadowlands, wants to bring it to New York City. The New Jersey race has been losing money, but the promoter figures it can make big bucks here because it would draw a bigger crowd.

I was prepared to denounce the so-called New York Grand Prix with great indignation. How could anyone think of having an auto race in the middle of the most congested city in the country? Not only would it disrupt life in lower Manhattan and tie up traffic fearfully, but it would also be dangerous. I had visions of cars hurtling onto the sidewalk at 180 miles per hour, mowing down old people and children.

But when I started telephoning people to gather evidence against the race, I was surprised. Almost everyone I spoke to thought it could be a swell thing for the city.

Jennifer Kimball, a member of Mayor David N. Dinkins' press office, confirmed that City Hall is involved in negotiations with Motormarketing International. "The mayor had some reservations about it, but has asked his staff to look into it." Kimball said the economic gain to the city — in restaurant and vendor sales, ticket sales and taxes — is estimated to be more than \$50 million.

David Klesseld is counsel to Deputy Mayor Barbara Fife, whose office is handling the negotiations. "The other cities that have had them — Detroit, Denver, Cleveland, Toronto and Vancouver — are very happy with them."

he said. "They all view them as major economic generators. Based on the success of these other places, it seemed like an idea worth exploring."

Klesseld said the city would insist that all costs — including street paving, erecting sidewalk barriers and providing municipal services such as fire, police and sanitation — would be borne by the promoter. Moreover, the race would be held on a Saturday and Sunday, to minimize disruption.

Klesseld said he had no knowledge that inner-city road races have ever caused any injury to spectators and said such a race would be less disruptive than the New York City Marathon because it would affect a smaller area.

Not totally convinced, I called Joseph DePlasco of the New York City Department of Transportation, which had to analyze the logistics of such a race. "We can handle it from the traffic perspective," DePlasco told me. "Weekend traffic is light in lower Manhattan, subway access to the area is excellent, and local streets and sidewalks could handle the crowds."

I also called Paul Goldstein, district manager for Community Board 1 in lower Manhattan, which represents the Wall Street community. "We had the same sorts of reservations as you did when we first heard about the event," Goldstein told me. The selling points, he said, were Motormarketing International's claim that the race would make more than \$50 million for the city, the offer to pay all the costs associated with the race, and the offer to make a \$350,000 contribution to the communi-

ty board.

"We would use that money to supplement neighborhood programs that have been cut, youth programs, senior citizens programs, library hours," he said. "If the people down here have to suffer for three or four days, but if we can show them some tangible benefits in these difficult times, then it's something the board would support."

But in a city where you can't erect a public toilet without major controversy,

I figured somebody's got to be against this race. So I called the office of Manhattan Borough President Ruth Messinger, that longstanding gadfly when it comes to the antics of City Hall. Even there the opposition was only lukewarm. "We're in the skeptical mode," said her press spokesman, Andrew Breslau. "At this point we're getting evidence and weighing it. We have concerns about everything from the race's impact on the environment

and on traffic to getting a rigorous cost-benefit analysis of the race. We want to see proof that it will generate money for the city."

Still unconvinced, I called three other cities that have had their own grand prix races. Denver, which has had its own grand prix for the last two years, didn't expect to earn anything for the first few years. But race-related tax revenues for 1990, the only year for which figures are available, came to \$725,000. The race, held in downtown Denver, drew a crowd of 200,000 without any injuries to spectators. The promoter has since gone bankrupt, but the city was very happy with the race.

I heard similar things from Detroit, which has held a grand prix since 1982. Keith Kaminsky, a spokesman for Detroit Renaissance, the nonprofit group that promotes the race, estimates it generates \$20 million a year in revenues for the city. In a city so financially strapped that it had to sell the municipal incinerator to pay off debts, the grand prix was a godsend, he said.

Cleveland was so happy with its grand prix, which has been held for 10 years, that when the promoter was considering not holding a race there this year, the mayor set up a committee to talk them out of it. "Actually, we went after the race," said Alan Seifullah, a mayoral spokesman.

Both Denver and Detroit have ever agreed that their races have outgrown the downtown areas. Detroit is moving its race to Belle Isle, a local amusement park, while the future of Denver's Grand Prix is uncertain because of its promoter's financial problems.

The only person I found who was critical of the race was George Haikalis, chairman of the Auto Free Committee of "Transportation Alternatives," a group which promotes reducing the amount of car traffic in New York City.

"The idea of a grand prix in this city is atrocious," Haikalis said. "It gives everyone the wrong idea about the role of automobiles in the most crowded city in the western hemisphere. It's absurd. What this does is idolize motor vehicles in the worst possible place for them."

I sympathize with Haikalis' view, but given the evidence supporting a New York Grand Prix, I have to vote with the majority. In tough times like these if we can have a car race on the weekend, with minimal disruption and no cost to the city, and which will earn the city much-needed money, I say go with it.



Sheryl McCarthy

Marlboro country

Grand auto race

NEW YORK DAILY NEWS
March 4, 1992

By ELLEN TUMPOSKY

Daily News Staff Writer

Picture the calm of lower Manhattan, in the shadow of the World Trade Center on a late June weekend. Then add 25 racing cars roaring around the narrow streets at 180 mph.

That's apparently what's going to happen now that the city's Franchise and Concession Review Committee has voted, 4 to 2, to approve the Marlboro Grand Prix of New York City.

It's scheduled to run for the first time the weekend of June 26, 1993, under the sponsorship of the Philip Morris tobacco company, which makes Marlboro cigarettes.

Those voting for the race were Mayor Dinkins, Deputy Mayor Barbara Fife, Corporation Counsel Peter Sherwood and Budget Director Philip Michael. They overrode the heated objections of City Controller Elizabeth Holtzman and Manhattan Borough President Ruth Messinger.

The concession agreement runs for 10 years.

Holtzman said the city had not negotiated a favorable enough deal, and she and Messinger blasted sponsorship by a tobacco company.

The vote had been held up for weeks as Dinkins and Philip Morris wrangled over terms. Philip Morris will devote one-third of its outdoor ads promoting the race to anti-smoking messages aimed at teens. The company will also distribute brochures in city schools telling teens not

to smoke

Dinkins aides said he could not persuade the tobacco company to call the race the New York Grand Prix.

Dinkins said the event would pump an estimated \$56 million annually into the local economy.

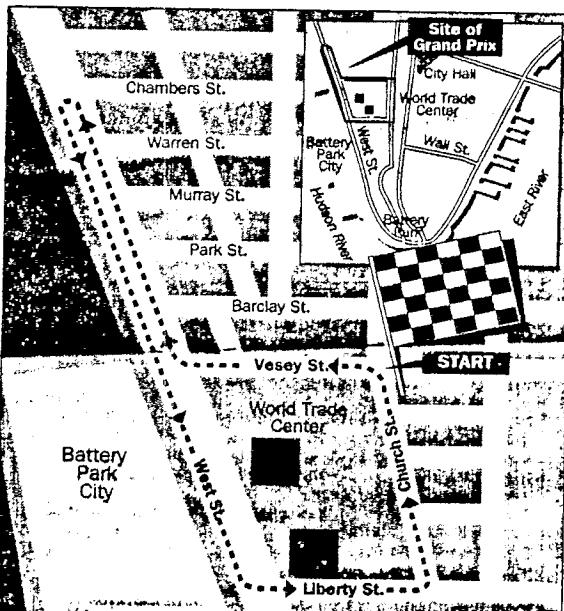
It will consist of 25 teams of Indy racing cars traveling a 1.3-mile course around the World Trade Center. The cars will race for 200 miles at speeds of 80 to 180 miles per hour.

Internationally famous drivers are expected to participate in the race, which will come on the heels of the Indianapolis 500.

"Whoever the Indy winner is, is going to be on our streets racing in this race," said Greg Perrin, director of special events of the city Department of Transportation.

Under its deal with Motor Marketing International, the city will be reimbursed for up to 10% in excess of its estimated costs for the race. The city will also receive 10% of vending revenues and a percentage of profits, with a guarantee of \$100,000 the first year and \$200,000 the second.

Holtzman said the city should be paid for actual, not estimated, costs, and should receive a cut of TV revenues.



Phillip Morris Gets Green Flag For Manhattan Grand Prix

By Bob Liff
STAFF WRITER

Brushing aside complaints that the city is promoting smoking, four mayoral aides voted to give a 10-year franchise for automobile races in Lower Manhattan to Phillip Morris USA, the maker of Marlboro and other cigarettes.

That means the cars that crawl through clogged traffic weekdays around the World Trade Center could be replaced by cars racing at 100 miles per hour on the weekend of June 27, 1993, as well as similar weekends each year through 2002. A race this fall was canceled after the city and Phillip Morris could not agree on an anti-smoking campaign.

The four appointees by Mayor David N. Dinkins to the Franchise and Concession Review Committee outvoted representatives of City Comptroller Elizabeth Holtzman and Manhattan Borough President Ruth Messinger to approve the New York Grand Prix contract, a series of 10 one-year agreements that the city or promoter may cancel each year.

That cancellation provision led Dinkins to call the agreement "a productive and positive venture, rather than a prohibitive commitment." His aides said the race is expected to generate \$56 million in business for the city, with the city getting a piece of vending revenues.

Dinkins officials forced Phillip Morris to agree to drastically cut back cigarette promotions that mark Grand Prix races in other cities. Dinkins pointed to agreements by Phillip Morris to set aside 30 percent of its citywide billboard advertising — 1,100 signs — during advance publicity for the race for messages aimed at discouraging youths from smoking. The agreement also calls for Phillip Morris to put similar messages on 10 percent of its billboards, or 350 signs, year-round.

The sponsors also have promised to create a special foundation, with at least \$8 million over 10 years, to aim safe-driving messages at youths. That includes \$1 million to be spent within Manhattan's Community Board 1, where the race will be held.

Newsday 3/4/92

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The New York Times

THE WEEK IN REVIEW

Sunday, March 8, 1992

Big Wheels on Wall Street

At first blush, the very idea of racing cars barreling through New York City's financial district sounds absurd. Indy cars zooming past the World Trade Center? Skirting Battery Park at 165 miles an hour? And if that doesn't sound loony enough, add that the sponsor is a cigarette company. Somebody's got to be kidding.

They're not. A city panel has given final approval to the Marlboro Grand Prix of New York, which could take place annually for 10 years. And on second blush, it doesn't sound so bad. With a bit of luck, the race, to start in June 1993, could bring New York some good publicity, some fun and become the asphalt equivalent of the tall ships.

The deal makes financial sense for the city. Under the agreement, the promoter, Motormarketing International Inc., guarantees minimum payments starting at \$100,000 the first year. Motormarketing will also provide \$8 million over 10 years for youth programs, and will pay all costs.

Comptroller Elizabeth Holtzman says the city could still incur unanticipated costs. But presumably the city can estimate intelligently. And there's nothing loony about the race course; the financial district is virtually deserted on a weekend.

The truly distressing aspect of the idea is the identity of its sponsor, Philip Morris USA. That puts the city in the position of seeming to affirm selling cigarettes when some 400,000 Americans die of smoking-related illnesses every year. That's why Manhattan Borough President Ruth Messinger opposed the deal, as did Ms. Holtzman.

Philip Morris has, however, agreed to devote a substantial portion of its outdoor advertising to anti-smoking messages aimed at young people, and will not distribute any tobacco or promotional items to minors.

Those terms do not turn big wheels on Wall Street into a wonderful idea; but they do make it possible to imagine a new kind of festival.

Gentlemen, Cross Your Fingers

By Brock Yates

For a city already wobbling ominously on its granite substratum, an annual motor race rumbling through the caverns of Lower Manhattan starting in June 1993 is hardly likely to cause tectonic shifts in its foundations — financially, socially or geologically.

But the thought of 700-horsepower, single-seat, turbocharged Indianapolis cars, capable of straight-line speeds approaching 250 miles an hour, whistling around the World Trade Center (admittedly at no more than 165 miles an hour — estimated) generates two questions: Why is anyone attempting this and will anyone care?

The first question is relatively easy to answer. It is the brainstorm of the high-octane marketing pros at the powerful International Management Group, a sports-marketing and promotional company, and its client, Philip Morris's Marlboro brand, which is locked in a multi-million-dollar battle with RJR Nabisco for the hearts and minds of the world's automobile racing aficionados.

Secondary participants are the city's politicians who, after two years of behind-the-scenes wrangling, followed by the proper period of public posturing, figure to haul in \$56 million annually in extra business and as much as \$2.1 million in added fees and taxes. A boost in tourism, international publicity and yet another weekend festival also appear to be bonuses that will accrue without major cost.

On paper the Marlboro Grand Prix

of New York looks like a winner, despite grumblings from anti-smoking types, environmentalists and throngs of New Yorkers who believe that Manhattan needs one more automobile like the F.D.R. Drive needs another pothole.

The second question — will anyone care? — is more vexing. New York City can hardly be described as a hotbed of motor sport. William K. Vanderbilt underwrote a series of epic races on Long Island from 1904 to 1908 before public pressure forced them to be moved to more rural areas. Those races were discontinued in 1916.

The Vanderbilt Cup was revived briefly, in 1936 and 1937, at the site of Roosevelt Raceway in Westbury on Long Island. The 1937 field, with the greatest racing stars from Europe and America, received enormous promotion and support from New York's social elite. Franklin D. Roosevelt signaled the start by phone from his desk at Hyde Park. A German Auto Union car (bearing a giant swastika on its long tail) won but had the misfortune of crossing the finish line hours after Amelia Earhart disappeared over the Pacific. The race was relegated to obscurity in the newspapers. Because of poor attendance, it was never run on a grand scale again.

In the last decade, an Indianapolis-style car race has been run at the Meadowlands on a temporary circuit built in the stadium parking lot. Despite intense promotion by Marlboro, I.M.G. and others, the race lost a reported \$500,000 annually and was ignored by most New Yorkers.

Local ennui notwithstanding, automobile racing is a monster sport in the U.S., rivaling football, baseball and basketball in attendance and enthusiasm. It is in many ways a grassroots, middle American phenomenon. Most small cities have a dirt track, drag strip or paved oval where local

heroes duel on Saturday nights.

Stock-car racing (heavily underwritten by RJR Nabisco's Winston brand) is the sport of the New South, having long since surpassed the traditional Dixie enthusiasms for golf and college football. The Indianapolis 500 attracts an estimated 500,000 spectators each Memorial Day weekend. It is the largest single-day sporting event in the world. The other great citadels of speed — Charlotte, N.C., and Daytona Beach, Fla. — attract millions of fans annually.

"The event will take three years to develop," he says without hesitation.

Mr. Stanner, whose last major promotional effort was to head the \$120 million marketing campaign for Florida's Universal City theme park, says the grand prix will be "corporate-driven" with emphasis on entertaining high-dollar business clients in catered trackside enclaves, while the huddled masses sit in grandstands or are permitted to roam behind the fences free of charge. He said, "We're looking for the flavor of Monte Carlo," where a race has been run through the streets since 1929. "We want things like taxi drivers' races and bicycle messengers' races as supporting events," he said. "A total festival atmosphere is planned."

With this kind of marketing and Philip Morris's financial horsepower, success would seem assured. But this is New York, where it takes a papal visit, a tall ships flotilla or a political convention to attract even a sideward glance from most citizens.

Can a pack of roaring race cars do it, driven by men who make big headlines in towns like Indianapolis or Daytona Beach but are unknown in Manhattan?

In 1989, shortly after the Brazilian superstar Emerson Fittipaldi won the Indianapolis 500, he had dinner at a Manhattan restaurant with Danny Sullivan, a popular, well-hyped fellow driver. Not one patron seemed to recognize them.

Such receptions do not bode well for the Marlboro Grand Prix of New York. But make no mistake, Indianapolis-style racing is a spectacular and potentially riveting sport. Presuming the event is properly promoted and flawlessly executed, it can become a fixture on New York's annual entertainment calendar. If not, it's back to middle America, whence it came. □

Brock Yates is editor at large for Car and Driver magazine.

The New York Times

SportsPeople

THE NEW YORK TIMES, SUNDAY, APRIL 5, 1992

AUTO RACING

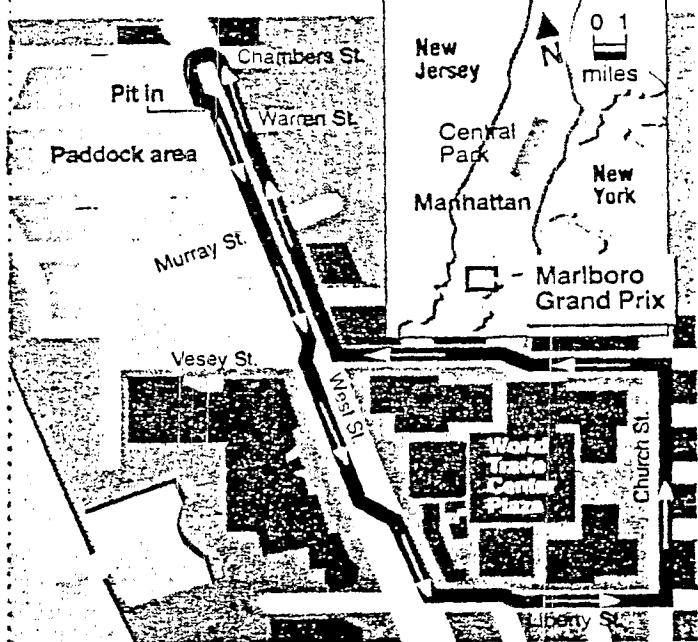
Woman Gets Prix Post

BARBARA PERRY, an executive with the International Management Group, has been named to head the committee organizing New York City's first Grand Prix Indy car race,

the 1993 Marlboro Grand Prix of New York. Perry, who has promoted more than 100 sporting events, including the Kentucky Derby and the World Championship of Women's Golf, will be the first woman ever to organize a Grand Prix race.

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IndyCar drivers eager to take on Manhattan



By Julie Stacey, USA TODAY

4-16-92

By Richard Finn
Special for USA TODAY

NEW YORK — A trio of Indianapolis 500 champions sang the praises of New York Wednesday at the formal announcement of next year's inaugural Marlboro Grand Prix of New York.

"We have talked about this since the 1970s," Brazilian Emerson Fittipaldi said of the IndyCar race set for June 6. "When I think about sitting on the grid in downtown Manhattan, it will be incredible for the sport."

Said four-time Indy 500 winner Rick Mears: "We are striving to get races in the right areas, and what better place for everybody?"

Race officials are intent on sparing no expense to stage a really big show after two years of negotiations with City Hall:

► A \$15 million price tag on

MOTOR SPORTS

construction of the 1.14-mile course, laid out around the World Trade Center.

► 5,000 man-hours to construct and set up the course.

► 27 streets will be closed for the 200-mile race.

► Street repaving will begin six weeks before the race.

Promoters, who have a 10-year agreement with the city, expect 50,000-70,000 fans. Thousands more will be able to watch from office buildings.

The seven-turn circuit will allow speeds as great as 165 mph on the quarter-mile straightaway.

"It is quite a good layout," said Danny Sullivan, winner of last week's IndyCar race at Long Beach, Calif. "There are two or three good places to pass, and that is always a criticism of these types of tracks."

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CRAIN'S NEW YORK BUSINESS

APRIL 27-MAY 2, 1992

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, NO. 17

CRAIN'S NEW YORK BUSINESS

PROFILES

VP smoothing bumpy road for N.Y. Grand Prix

Since the city approved the Marlboro Grand Prix last month, Barbara Perry has been racing to get the show on the road by June of 1993. The vice president of North American events at International Management Group must find enough corporate sponsors to make the event profitable and placate the opponents of low-slung cars zooming around lower Manhattan at 180 miles an hour.

The road to the race has been neither smooth nor speedy. But Mayor Dinkins thinks the event is a good idea. A study by Ernst & Young says it will generate \$54 million in revenue for New York's hotels, restaurants and stores, and an additional \$2.1 million in taxes—numbers Ms. Perry thinks are conservative. Plus, she believes the festive race will help combat the negative image many have of New York.

Others object to the event because of its ties with tobacco producer Philip Morris Cos., Marlboro's parent. To appease objectors and win city approval, Philip Morris agreed to run an anti-smoking advertising campaign and donate \$8 million over 10 years to the Grand Prix Foundation, a

group that will work with New York teen-agers. Despite the money, convincing the city took IMG and Philip Morris two years.

Now comes the hard part. Ms. Perry, 37, admits that while Al Unser Jr. and Mario Andretti rev their engines, the city will be stuck in "major gridlock alert." IMG will have to close 27 streets for the 1.14 mile track, the stands and a corporate "hospitability center." All together, Ms. Perry expects 50,000 spectators to fill the stands for the two-hour race.

These efforts will cost IMG about \$12 million. While Ms. Perry hopes to recoup that and more by selling tickets, ad space, broadcast rights and souvenirs, there's no guarantee. Similar races in Detroit, Toronto and Denver have skidded after losing money. But even if the first year is a wash, IMG will do it again the following year. "We're in it for the long run," she says.

Ms. Perry has been organizing sporting events since college. After attending St. John's University, she promoted the Avon women's tennis tour. ■ Shelley Neumeier



Barbara Perry

The New York Times

THURSDAY, MAY 28, 1992

SportsPeople

AUTO RACING

Unser Jr. Promoting Race in New York

AL UNSER JR., who won the Indianapolis 500 on Sunday, was in New York yesterday to help the promoters of the Marlboro Grand Prix of New York finally announce a firm date for that race. The 200-mile race around the World Trade Center will be held on the weekend of July 10-11, 1993.

Unser's victory over **SCOTT GOODYEAR**, the closest finish in Indy history at .043 seconds, came on a day when 13 drivers crashed. Three of them are still hospitalized.

Does Unser think the cars are going too fast for the 83-year-old Indianapolis Motor Speedway? "No," Unser said, "I don't think the cars are going fast enough. What makes a race car unsafe at the speeds we're going is crashability. If the technology of safety is not keeping up with the technology that makes them go faster, then they're too fast. I really feel the technology of the safety of the cars is doing great right now."

2040993064

THE NATION'S NEWSPAPER

USA TODAY

No. 1 IN THE USA . . . 6.6 MILLION READERS A DAY

THURSDAY, MAY 28, 1992

SPORTSTALK

Ready for rush hour



By Robert Deutser, USA TODAY

ROUGH GOING: Indy 500 winner Al Unser Jr. drove an Indy car at about 10 mph through New York Wednesday to promote the Marlboro Grand Prix to be held on city streets in summer 1993. His reaction: 'They better repave it.'

2040993065



NEW YORK POST

LATE CITY FINAL

THURSDAY, MAY 28, 1992 / ★★ Mostly sunny, low 70s today, clear, 50s tonight / Details, Page 2



New York Post, Dan Brinsac

FORMER JERSEY GUY: Al Unser Jr.'s top moment in his brief racing career came Sunday when he won Indy 500 for first time as his father came in third. Yesterday, Al Jr. and his Maserati stopped at World Trade Center to publicize Marlboro Grand Prix, which will be run here starting next year.

Unser can't wait to lap Trade Center

By LEONARD LEWIN

Al Unser Jr. eased into the plush seat of the sleek Maserati, then drove through the streets around the World Trade Center as a police escort tagged along and people eating hot dogs and pushing strollers wondered what was going on.

No one recognized Sunday's winner of the Indianapolis 500, but everyone perked up at the sight of the expensive Italian car and the media entourage that accompanied it.

The visit by Unser was a dry run for next year's first Marlboro Grand Prix Classic on . . . the streets of Manhattan.

This is the same race that has been staged at the Meadowlands since 1984, so call it The Revenge of the Big Apple. New Jersey stole the Giants, Jets and Nets; now New York is stealing a sports event that never got off the ground across the river. Not exactly parity, but better than nothing.

Unser said he is excited about coming here and added that all the major drivers he has spoken to are also.

"I've won the event twice at the Meadowlands, but it wasn't exciting, other than that it was [near] New York," said Unser, 30, whose first Indy win was worth some \$3.1 million.

Unser and friends will rip around the World Trade Center at top speeds of 175-180 mph on July 11, 1993. One lap around the course will total 1.4 miles, so the cars will cover 153 laps in the 200-mile race.

Unser completed his tour yesterday without collecting a single New York City horror story to relate. No one even tried to steal the hubcaps on the million-dollar Maserati while it was parked outdoors without so much as a "No Radio" or "Nothing In The Trunk" sign in any of its windows.

Unser was still riding high from his 48/100ths-of-a-second win over Canada's Scott Goodyear on Sunday. The thrill was extra special because his father, who has won Indy three times, and his uncle Bobby, who has won it four times, witnessed his victory.

Al Unser Sr. finished third at Indy on Sunday, and Bobby Unser was there as a radio announcer.

"The Indy 500 means life to me," Al Jr. said of his thrill-of-a-lifetime at 230 mph. "It took a load off my chest. Dad gave me a wink and a nod and said he was proud of me. When that happens, I know I've done good."

Back when Al Jr. won his first race, he said, "My father taught me everything I know but not everything he knows." They're almost even now.

July 20, 1992

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Advertising Age

Crain's International Newspaper of Marketing • In Two Sections • Section 1 • \$2.50 • \$3.00 in Canada • £5.00 in U.K.

Advertising Age, July 20, 1992

PROMOTION NEWS

25

Marlboro Grand Prix races for sponsors

By Scott Hume

The Marlboro Grand Prix of New York has already maneuvered past one tough obstacle, but the race is just beginning.

The flag-drop starting the first auto race ever on the streets of New York is still a year away, but the organizer of the Indy-car race has overcome criticism of its title sponsor and is feeling pressure to line up other corporate partners. That's because what's planned is an auto race unlike any other, with sponsorship fees to match.

"Our intent is to elevate this race way beyond other race events," said Bud Stanner, chief operating officer of race organizer Motor Marketing International. "This will be an event closer to Monte Carlo than the Indianapolis 500."

That plan includes a week of special events leading up to the race on July 11, 1993. Among

them are a race between New York taxicabs and another featuring bicycle messengers, a pro-celebrity race and music concerts. Each event represents a sponsorship opportunity.

"With this kind of event, we know corporate interest in sponsorships is going to be there. The question is whether our budgets are going to hold up," Mr. Stanner said. Motor Marketing's costs are in the range of \$12 million to \$15 million annually, he said, high in

"This will be an event closer to Monte Carlo than the Indianapolis 500."

comparison with other Indy circuit races.

"We want as few sponsors as possible to avoid clutter, but that means sponsorship fees must reflect that," he said.

In addition to Philip Morris Cos.' Marlboro, title sponsor and co-creator of the event, Motor Marketing will take at most eight other sponsors in categories including automotive, soft drinks and beer.

The marketer that signs on as the race's presenting sponsor will pay \$1.54 million in 1993, \$1.7 million the following year and \$1.86 million in 1995. In return, the company's name will be attached to the title of the event, behind the Marlboro name, and will be included in all advertising and promotion, including that done by ABC, which will broadcast the race. Extensive track signage guarantees, hospitality opportunities and 10 30-second spots during the broadcast are included in the presenting sponsorship package.

Gold sponsorship fees start at \$425,000 in 1993 and include four 30-second spots; silver sponsor-

ships start at \$251,000 and include two 30-second spots. In addition, marketers can sign on as official suppliers, with fees negotiated separately.

So far, only New York's new Millennium Hotel has bought in as a gold sponsor, but Mr. Stanner said negotiations are under way in other categories.

Plans for the race got off to a rocky start when New York City officials including Mayor David Dinkins, a past proponent of banning cigarette advertising on city property, objected to the use of Marlboro as title sponsor.

A 10-year agreement with the city to allow the race through New York's financial district

came in March only after Philip Morris agreed to devote 1,100 of its 3,700 New York outdoor boards each year to messages discouraging smoking by minors. The anti-smoking messages will be distributed in pamphlets in schools and appear in the official race programs. Motor Marketing will also contribute up to \$8 million over the 10-year contract to fund youth safety programs in the city.

But trouble with sponsors isn't the only headache Motor Marketing faces.

"We're committed to putting up grandstands for 50,000 spectators along the course, but it's going to be tight," Mr. Stanner said. "With the Detroit Grand Prix and other

city-street races, there are wide open spots where you can put up stands. In New York, there just aren't any." □

MARLBORO GRAND PRIX EVENT PERSONNEL

Barbara Perry - Vice-President & General Manager

Annette Pontrelli - Administrative Assistant
Carla Rosmarin - Secretary/Receptionist

- I. Director of Public Relations - **Ken Sunshine**
- II. Director of Operations - **Mike Bidwell**
 - A. Operations Manager - Jeff Orloff
 - 1. Volunteer Coordinator - Start Date: April 1
 - B. Construction Manager - Colin Jones
 - C. Operations Assistant - Start Date: Nov.1
- III. Director of Sales - **Jeff Bail**
 - A. Sales Representative - Sue Cutler
 - B. Sales Representative - David Salomon
 - C. IMG - North American Marketing Group
 - 1. Pierce O'Neil - New York
 - D. IMG - International Sales Group
 - 1. Tim Wright - London
 - 2. Tadashi Tokushima - Tokyo
 - E. IMG - Motorsports Division
 - 1. Henry Rischitelli
 - 2. Jack Mason
- IV. Marketing:
 - A. Debbie Nast
 - B. Kane Allen
 - C. Sports Etcetera - Telemarketers
- VI. Legal Counsel - **Marivonne Basten**
- VII. Controller - **Richard Hughes**

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